

MARKETING SERVICES

STREAMLINING SUPPLY

Controlling costs and
delivering sustainability
in hospitality



PARAGON 

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When every penny counts, your procurement needs to work harder

The hospitality sector is facing unprecedented cost pressures. Rising labour costs, increased employer national insurance contributions, reduced business rates relief, and persistently high energy and food costs. Margins are tight, and every operational cost line needs to justify itself.

For multi-site hospitality operators, the complexity is immense. You're sourcing fresh produce for thousands of meals daily. You're managing marketing materials across hundreds or thousands of venues. You're coordinating seasonal menu changes that require updated menus, signage and promotional materials at every location. You're working toward net-zero commitments that demand visibility and control over your entire supply chain.

And you're doing all this while trying to maintain quality, ensure consistency and keep costs under control.

Traditional procurement approaches – fragmented suppliers, manual processes, limited visibility – simply can't deliver the efficiency modern hospitality demands. When different teams manage different suppliers with different processes, costs spiral. When you lack centralised visibility into what you're ordering, when and from whom, waste is inevitable. When sustainability commitments exist at head office but aren't tracked and enforced through your supply chain, you're exposed to reputational risk.

At Paragon, we've helped hospitality businesses transform their procurement operations – reducing costs, improving sustainability credentials and creating the visibility needed to make smart decisions quickly.



Mitch Cornelia
COO for Marketing Services, Paragon UK

Bringing procurement efficiency to hospitality

From sourcing fresh produce to deploying marketing materials across your estate, procurement in hospitality is uniquely complex. Multiple categories, hundreds or thousands of delivery points, constant menu and promotional changes, sustainability commitments that need tracking and verification.

The cost of inefficient procurement



Unnecessary expense

Without centralised visibility into what you're buying, from whom and at what price, costs spiral. Duplicate orders, maverick spending, missed volume discounts, inefficient logistics. When every region manages suppliers independently, you lose the buying power that scale should provide.



Slow reactions

Manual processes and limited visibility mean you can't respond quickly. Seasonal menu changes take too long to execute. Promotional campaigns miss their window. Supply chain disruptions cause delays because you lack real-time visibility into what's in flight.



Sustainability exposure

Net-zero commitments require visibility across your entire supply chain. Without centralised tracking of supplier credentials, materials specifications and transportation methods, you can't verify progress. Inconsistent execution across venues creates vulnerability to accusations of greenwashing.



BUILDING PROCUREMENT EFFICIENCY

Success requires:

Centralised visibility:

A single view of all procurement activity across every category, supplier and venue. When you can see what's being ordered, when and at what cost, you can control it.

Structured processes:

Moving from ad-hoc ordering to formal workflows with clear approval chains, order windows and budget controls.

Consolidated suppliers:

Strategic partnerships create buying power, simplify management and improve service. Fewer, deeper relationships deliver better outcomes than fragmented buying.

Sustainability by design:

Building environmental criteria into sourcing decisions from the start – approved suppliers meet standards, materials prioritise sustainable options, transportation minimises carbon impact.

Paragon: Procurement efficiency for hospitality

We've helped hospitality operators transform procurement from a fragmented, cost-heavy function into a strategic source of efficiency and sustainability impact. Our approach combines technology platforms with category expertise.

Our expertise spans:

- **Centralised procurement platforms:** Technology that brings all procurement into one place with visibility, control and automation.
- **Supplier consolidation:** Strategic sourcing that reduces supplier count while improving service and cost competitiveness.
- **Sustainable sourcing:** Building environmental credentials into supplier selection, materials specifications and logistics – with tracking to verify impact.
- **Marketing materials production:** End-to-end management of menus, signage and POS across your estate.
- **Category expertise:** Deep hospitality procurement knowledge across fresh produce, marketing materials, packaging and operational supplies.



WHY HOSPITALITY OPERATORS PARTNER WITH PARAGON:

Proven savings

20-40% cost reductions through consolidation and efficiency

Speed to market

Faster menu changes and promotional campaigns

Sustainability impact

Trackable progress toward net-zero with verified data

Consistent quality

Centralised standards across entire estate

Technology platform

Systems that integrate with existing tools



How we support hospitality clients

We work closely with national and multi-site hospitality organisations to reduce costs, improve sustainability credentials and create the efficiency needed to compete effectively.



We support our hospitality clients to address their specific needs, including:



Sustainable sourcing challenges

Including eliminating airfreighted produce and tracking environmental impact across the supply chain



Multi-venue materials coordination

Ensuring consistent marketing materials, menus and signage across large estates



Cost optimisation

Across all procurement categories through supplier consolidation and process efficiency



Sustainability reporting

With data systems that track and verify progress toward net-zero commitments

REAL-WORLD APPLICATIONS



Scenario 1: Sustainable fresh produce sourcing

The challenge: A commitment to eliminate airfreighted fresh produce across the estate requires alternatives that don't compromise menu quality or availability. With millions of kilograms of fresh produce used annually, sourcing decisions need to align with net-zero targets while maintaining culinary standards and seasonal variety.



The Paragon solution:

Working with procurement teams and food development, identify produce items that typically require airfreight. Collaborate with suppliers to source British alternatives or establish road/sea transport for international items. Update approved supplier lists and materials specifications to enforce sustainable sourcing standards. Implement centralised tracking system to monitor and verify progress against airfreight elimination targets.

Build menu development process that prioritises ingredients available through sustainable transport methods. Create seasonal substitution frameworks (e.g. purple sprouting broccoli instead of tenderstem when airfreight is the only option). Partner with suppliers on producer relationships to secure consistent British supply.



The result:

Verified elimination of airfreighted produce. Net-zero progress tracked with credible data. Menu quality and variety maintained through seasonal British sourcing. Supplier relationships strengthened through collaborative approach. Sustainability credentials defensible and reportable.

Scenario 2: Seasonal menu rollout across national estate

The challenge: New seasonal menu requires updated materials at 800 venues simultaneously – menus, promotional posters, table talkers, window graphics, staff materials. Regional teams need flexibility for local customisation, but brand consistency must be maintained. Traditional decentralised procurement creates cost inefficiency, timing fragmentation and quality inconsistency.



The Paragon solution:

Centralised procurement platform with pre-approved design templates enables local customisation within locked brand guidelines. Single consolidated order across the entire estate captures volume pricing. Structured order window allows production efficiency. Centralised distribution workflow ensures all venues receive materials on launch day.

Regional managers access templates, customise offer details and pricing within guardrails, and approve digitally. All orders consolidated for production. Quality control maintained through template structure. Distribution managed centrally with venue-specific delivery tracking.



The result:

Faster rollout with all venues launching simultaneously. Consistent brand execution across estate. Cost savings versus decentralised procurement. Reduced management time coordinating multiple regional orders. Quality consistency maintained through template controls.

ABOUT PARAGON MARKETING SERVICES

As our clients strive for efficiency and growth, we bring clarity to brand and direct marketing activation. We combine cutting-edge technology with deep industry expertise to deliver seamless, data-driven marketing solutions on a global scale – from strategic thinking to delivery.

Across brand marketing activation, direct marketing activation and marketing operations outsourcing, we enable our clients to cut through competitive markets, strengthen customer relationships, reduce costs and turn marketing budgets into growth. All underpinned by our proprietary cloud marketing technology and the creative talent of our 1,700+ strong team.



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